



LICENSOR UPGRADE · ACCREDITED PARTNERS ONLY

You do the work. Now own the asset.

Exclusively for accredited LSSB partners who are ready to move from earning commissions on someone else's academy to owning their own — with their own seats, pricing, and recurring client relationships.

This guide is for accredited LSSB partners considering the Licensor upgrade. Read it before your Licensor Strategy Call so we can work from real numbers and clear expectations.

LICENSOR UPGRADE

ACCREDITED PARTNERS



25

STUDENTS
MONTH 1

30

DAYS TO
FIRST
COHORT

"25 students enrolled in his first 30 days. First larger corporate deal already under negotiation — without building a single course or website from scratch."

Derek - Boeing supply-chain leader & university lecturer - LSSB MBB Licensor

THE PARADIGM SHIFT

Same expertise. Same market. *Completely different economics.*

TODAY — COMMISSION PARTNER

**You do the work.
LSSB owns the asset.**

- You promote LSSB programmes
- You earn 30% when a sale is made
- LSSB owns the academy and seats
- LSSB controls the pricing
- LSSB holds the renewal contracts

Your upside is capped. The asset is not yours.

90 DAYS FROM NOW — LICENSOR

**You own the academy.
You keep the revenue.**

- Your co-branded academy under your name
- 100% of certification revenue is yours
- You control seats and pricing
- You own the client relationships
- You build recurring cohort contracts

The asset is yours. The upside is unlimited.

THE INSIGHT MOST PARTNERS MISS

*Right now you are building someone else's business. Every client you certify, every relationship you build, every deal you close — it all sits inside LSSB's academy. **The Licensor model flips this entirely.** Same expertise, same market, same clients. But every certified student is proof of your authority, every renewal is your recurring income, and every enterprise conversation starts from a position of institutional credibility — because this time the academy belongs to you.*

TWO WAYS TO MAKE THE SHIFT

Same destination. *Different levels of support.*

On the strategy call we recommend the path that matches your goals, pipeline, and capacity. This is not a self-serve menu.

PATH 1 · PREMIUM

Business in a Box

Done for you · 90 days

- **Unlimited certification seats** — no caps, ever
- **Independent accredited provider identity** — your brand, powered by LSSB
- **Co-selling support** on your first enterprise deals
- Custom branded website built by LSSB team
- Full business system: playbooks, proposals, templates
- 1 personal onboarding session with Remco

PATH 2 · CORE

Lean Launch

Done with you · 28 days live

- **Academy live in 28 days** — your logo, your subdomain
- **50 WB–BB seats to resell** — you set the pricing
- **90-day launch playbook** + weekly group calls
- LSSB MBB certification included
- Full accredited WB–BB curriculum pre-loaded
- B2B sales scripts and enterprise templates

Both paths lead to the same outcome: you owning WB–BB certification revenue as a real, recurring line of business.

A PREVIEW OF THE ECONOMICS

What owning the asset *actually changes*.

Example only — conservative illustration based on typical market pricing. We model your specific numbers on the call.



The path to \$150,000–\$250,000 per year: Your seats are the starting point — not the ceiling. Every cohort produces certified clients who become internal champions for the next enterprise conversation. One corporate cohort creates three more. The model compounds — commissions never do.

WHAT HAPPENS ON THE STRATEGY CALL

45–60 minutes. Real numbers. *Your situation.*

- 01 Audit Your Current Practice**
We understand your revenue mix today — projects, retainers, commissions — and what your pipeline looks like right now.
- 02 Model Your Licensor Economics**
We run your real numbers. How LSS certification revenue could replace or exceed commissions as a recurring line of business.
- 03 Design Your 90-Day Launch Plan**
We map your first 90 days. Identify your first cohort candidates and target accounts. Build an executable go-to-market plan.
- 04 Honest Fit Assessment**
If it's right: we recommend Business in a Box vs Lean Launch. If it's not right now: you leave with a clear next step. No pressure, no spin.

IS THIS FOR YOU?

Be honest with yourself *before you book.*

✓ BOOK THE CALL IF

- ✓ You are an accredited LSSB partner
- ✓ You want to own a scalable business — not just commissions
- ✓ You are serious about a \$150,000–\$250,000+ practice
- ✓ You are ready to put focused time into growing your practice
- ✓ You have, or are building, relationships you can convert into cohorts

✗ DO NOT BOOK IF

- ✗ You only want occasional side projects
- ✗ You are just testing the waters with LSS delivery
- ✗ You are not ready to invest time in building a real practice
- ✗ You expect big results without consistently doing the work

If that's you right now — stay on the Partner track, keep learning and earning commissions, and come back when you're ready to build something more substantial. There is no pressure and no expiry on your partner status.

THE 90-DAY COHORT GUARANTEE

Complete onboarding and implement the 90-day launch plan. If you do not have your academy live and your first paying cohort launched, we work with you 1:1 at no extra cost for the full first year until you do.

Not a money-back guarantee — a "we stay until you win" guarantee.



Lean Six Sigma Bureau ·
2026

YOUR NEXT STEP

**If you haven't yet booked, schedule your
Licensor Strategy Call at leansixsigmabureau.com**

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